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## **AGRICULTURE MODULE**

**AGTRIP** During the past 12 months approximately, how many trips did you take to visit farms, ranches, and other agricultural settings?

IF NEEDED: Examples would include trips to watch farmyard activities, to buy produce at a farm stand, to cut a Christmas tree, or to pick apples.

A.. ENTER RESPONSE \*\*\*\*

-98 Don't know

-99 Refused

If (Q131 ne 1 and AGTRIP = 0) SKIPTO Next Module

If (Q131 = 1 and AGTRIP = 0) SKIPTO Next Module

**AGNAME1** Where did you go on your most recent trip to a farm?

[ASK FOR NAME OF PLACE IF POSSIBLE, EVEN IF IT IS "GRANDMA'S HOUSE"]

A.. ENTER RESPONSE \*\*\*\*

-98 Don't know

-99 Refused

By farm, we mean farms, ranches, orchards, and any other type of agricultural settings.

**AGWHEN1** How many months ago was your most recent visit to this farm?

A.. ENTER RESPONSE \*\*\*\*

-98 Don't know

-99 Refused

IF (AGWHEN1=1|AGWHEN1=2) SKIPTO AGWHEN2

SKIPTO AGCITY1

**AGWHEN2** How many days ago was that visit?

A.. ENTER RESPONSE \*\*\*\*

-98 Don't know

-99 Refused

**AGCITY1** What is the name of the city or town closest to AGNAME1?

A.. ENTER RESPONSE \*\*\*\*

**AGstate1** What state is AGCITY1 in?

ASK IF DON'T KNOW CITY:

What state is AGNAME1 in?

A.. ENTER RESPONSE \*\*\*\*

**AGFAMILY** In general, when deciding to visit this farm, how important were the following reasons.

Would you say To visit family or friends was important, somewhat important or not at all important?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

**AGFPICK** [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

Would you say To pick fruit or produce was important, somewhat important or not at all important?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

CLARIFY IF NEEDED: such as apples or peaches, or to cut a Christmas tree

**AGFBUY** [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To purchase agricultural products?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

CLARIFY IF NEEDED: such as fruits and vegetables, or a Christmas tree

**AGFACTIV** [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To watch and participate in farm activities?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

CLARIFY IF NEEDED: such as milking a cow

**AGFHUNT**

In general, when deciding to visit this farm, how important were the following reasons.

To hunt or fish?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

**AGFSTAY**

[REMINDE IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To spend the night?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

CLARIFY IF NEEDED: such as at a bed and breakfast

RECORD 5 IF THE PERSON DID NOT SPEND THE NIGHT

**AGFSCENE**

In general, when deciding to visit this farm, how important were the following reasons.

To enjoy the rural scenery around the farm?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

CLARIFY IF NEEDED: such as the variety of animal life, the mixture of crops, or the appearance of farm barns and silos

**AGFLEARN**

[REMINDE IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

from? To learn about, or to better appreciate, where our food comes

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

IF (AGFLEARN <= 2) SKIPTO AGFLERNB  
IF (AGFACTIV <= 2) SKIPTO AGDOHAY  
IF (AGFACTIV >= 3 & AGFSTAY <= 2) SKIPTO AGSTAYB  
IF (AGFACTIV >= 3 & AGFSTAY >= 3) SKIPTO AGLAD

**AGFLERNB** Did you visit AGNAME1 as part of an organized group?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

IF (AGFACTIV <= 2) SKIPTO AGDOHAY

IF (AGFACTIV >= 3 & AGFSTAY <= 2) SKIPTO AGSTAYB

IF (AGFACTIV >= 3 & AGFSTAY >= 3) SKIPTO AGLAD

**AGDOHAY** Did you go on a hay ride or walk through a maze?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Caller note: This question assumes that if it was an important reason for visiting, then they actually participated in an activity

**AGDOHORS** Did you go horseback riding?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

**AGDOCOW** Did you milk a cow?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

**AGDOPET** Did you pet farm animals?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

IF (AGFSTAY >= 3) SKIPTO AGLAD

**AGSTAYB** How many nights did you stay at AGNAME1?

- A.. ENTER RESPONSE \*\*\*\*
- 98 Don't know
- 99 Refused

Caller note: This question assumes that if it was an important reason for visiting, then they actually stayed

**AGLAD** How did you first learn about this farm?

READ LIST IF NECESSARY, CHECK ALL THAT APPLY

- ☐ From advertisements
- ☐ From an article in a local newspaper
- ☐ From TV or radio report
- ☐ From friends or family (word of mouth)
- ☐ Discovered it on a prior trip
- ☐ Just happened to pass by it
- ☐ From the internet
- ☐ Other
- ☐ No other

**AGFSPEND** About how much did you spend on farm products on your most recent trip to this farm?

- A.. ENTER RESPONSE \*\*\*\*
- 98 Don't know
  - 99 Refused

[such as fruit, produce, or Christmas trees]

IF (AGFSPEND > 0) SKIPTO AGRSAVE  
IF (AGFSPEND = 0) SKIPTO AGVFIELD

**AGFSPND1** Did you spend:

- 1 Less than 5 dollars
- 2 Between 5 and 25 dollars
- 3 Between 26 and 50 dollars
- 4 Between 51 and 100 dollars
- 5 Greater than 100 dollars
- 8 Don't know
- 9 Refused

**AGRSAVE** Why did you purchase these farm products?

READ LIST IF NECESSARY, CHECK ALL THAT APPLY

- ☐ To save money
- ☐ To obtain fresher farm products
- ☐ To obtain unusual farm products
- ☐ To obtain organic products
- ☐ To support local farmers
- ☐ Other
- ☐ No other

**AGVFIELD** During this trip to AGNAME1, would you like to have seen less, about the same, or more of the following landscape characteristics?

Cropland

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

[cropland = suchs as fields of corn, soybean, wheat and hay]

**AGVPASTU** During this trip to AGNAME1, would you like to have seen less, about the same, or more of the following landscape characteristics?

Land in pasture or range

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

[and other types of grasslands]

**AGVCOWS** During this trip to AGNAME1, would you like to have seen less, about the same, or more of the following landscape characteristics?

Grazing animals

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

[grazing animals = such as cattle, sheep, and horses]

**AGVBARNs** During this trip to AGNAME1, would you like to have seen less, about the same, or more of the following landscape characteristics?

Farmsteads

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

[Farmsteads = Barns, silos, tractors, and other farm buildings and equipment]

**AGVORCH** During this trip to AGNAME1, would you like to have seen less, about the same, or more of the following landscape characteristics?

Land in orchards and vines

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

**AGVTREES** During this trip to AGNAME1, would you like to have seen less, about the same, or more of the following landscape characteristics?

Woodlands

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

[woodlands = land that is forested]

**AGVCITY** During this trip to AGNAME1, would you like to have seen less, about the same, or more of the following landscape characteristics?

Non-farm, such as business and residential, development along the route

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

**AGORIG1** Did you travel to AGNAME1 from your home, a vacation home, cottage, or condo, or from somewhere else?

- 1 Home <go to AGDIST1>
- 2 Vacation home, cottage, condo
- 3 Somewhere else
- 8 Don't know <go to AGDIST1>
- 9 Refused <go to AGDIST1>

Somewhere else could include a relative or a friend's house, a resort, a campsite, or any place you were visiting for a few days.

**AGORIG1B** From what city or town did you travel to AGNAME1?

A.. ENTER RESPONSE \*\*\*\*

[What city or town is your vacation home located in]

**AGORIG1C** What state is AGORIG1B in?

A.. ENTER RESPONSE \*\*\*\*

**AGORIG1D** Was your trip to AGORIG1B an important reason for traveling to AGNAME1?  
In other words, was the opportunity to visit :

- AGNAME1?
- 1 One of the most important reasons for traveling to
  - 2 One of several reasons, or
  - 3 Not a consideration
  - 8 Don't know
  - 9 Refused

SKIPTO Next Module

**AGDIST1** About how many miles from your home is AGNAME1?

A.. ENTER RESPONSE \*\*\*\*  
-98 Don't know

-99      Refused

**AGDIRE1**      What direction from your home is AGNAME1?

- 1      North
- 2      Northeast
- 3      East
- 4      Southeast
- 5      South
- 6      Southwest
- 7      West
- 8      Northwest
- 9      Don't know
- 10     Refused

**AGCOST1X**      How much did your trip to AGNAME1 cost you?

A..      ENTER RESPONSE      \*\*\*\*      <If AGCOST1X >= 0 go  
to AG\_ADDC>

- 98      Don't know
- 99      Refused

If it was a family trip, how much did it cost overall?

If the person takes more than a few seconds to answer, enter -98

**AGCOST1A**      Was your trip cost:

- 0      Nothing
- 1      Between 1 and 10 dollars
- 2      Between 11 and 25 dollars
- 3      Between 26 and 50 dollars
- 4      Greater than 51 dollars
- 8      Don't know
- 9      Refused

**AGTRIPC**      Suppose the cost of a trip to AGNAME1 were to increase by \_\_\_\_ for example,  
due to an increase in the price of gas. Would you change the number of trips  
you took to AGNAME1?

- 1      No change (same number of trips)
- 2      1 less trip
- 3      2 less trips
- 4      Taken no trips
- 5      Other
- 8      Don't know
- 9      Refused

IF NEEDED:      Please assume that only the cost of visiting AGNAME1 increases, all other prices  
and trip costs remain the same.

IF SKEPTICAL: Though our example of an increase in gas prices is likely to increase the costs of  
going to any site, for purposes of this question please imagine that only the cost  
of visiting AGNAME1 increases.

SKIPTO Next Module